

The 40th Anniversary of the Dominion of Canada

Finest quality for 40 years has built the largest sales in North America.

The Imperial Economic Conference

The Imperial Economic Conference, shortly to be convened at Ottawa, is unquestionably one of the most important gatherings ever called in the history of the British Empire. In fact it may easily prove to be one of the most important in the economic history of the world, because, whatever decisions it may reach will affect not only the British Commonwealth of Nations, but all nations.

There will be assembled together all the leading governing statesmen of the Empire, supported by the strongest groups of financial, economic, commercial and other experts that the Old Country and each of the Dominions can bring together to discuss and advise on the economic and industrial problems of the Empire. They will be assisted by small armies of lesser experts and advisers, having been compiling and studying trade and monetary statistics, weighing the effect of each of the requirements of their respective populations, the probable and possible trend of future developments and the extent thereof, and the effect of existing policies and possible future policies upon all these matters which enter into national and Empire growth, prosperity and strength.

And the object of it all is to evolve, if possible, new policies acceptable to all parts of the Empire, and which will prove of mutual advantage to all, and which will be the basis of a new era of Empire development. The requirements of each of the Dominions must be ascertained, must be appreciated by all the other parts, and the whole developed to the advantage not only of each component part, but of the whole.

It becomes at once self-evident, therefore, that one of the major tasks of the Conference will be to find ways and means of removing existing barriers to the free exchange of commodities between one part of the Empire and other parts: to the mutual advantage of both, and without, in the process, working injury to the economic and industrial development of any one of the Dominions. It is the duty of the Empire, as a whole, to see that the representatives of each of the Dominions must, of necessity, give their full attention to the requirements of their own people, and to the success of the Conference that this is done in no narrow, selfish spirit, but in such a way that while benefiting their own country they likewise benefit the Empire as a whole.

This does not mean that the spirit of approach to the intricate problems facing for solution should be one of making sacrifices; rather it should be in the direction of striving for mutual advantages. In fact the term "sacrifice" should be entirely absent from the Conference, while the term "mutual advantage" should be very much to the fore. In a word, the dominating ideal should be that expressed in such words as "British First," "Canadian First," "Australian First," but, on the contrary, it should be an adaptation of the motto of the Three Musketeers, "All for One, and One for All."

Along with the removal of existing barriers, and a mutual understanding or agreement that no new barriers will be erected, there must naturally be a decision designed to make the free flow of trade and commerce open to all parts of the Empire to all other parts. This may involve the ultimate creation of a new system or method of monetary exchange, even an Empire currency. It would seem to be essential that some system be developed whereby the currency of any one part of the Empire should always be on a par with the currency of all other parts; in a word, that the same monetary standard should apply to all parts of the Empire, and that, for example, at no time should the Canadian dollar be at a discount with the British pound, or vice versa. The guarantee of such a standard would undoubtedly be of tremendous assistance in establishing and maintaining the Empire trade at a maximum, removing, as it would, much of the uncertainty and loss which now prevails.

If the forthcoming Conference can achieve a measure of success along these and other lines having the same general object in view, the beneficial effect upon all parts of the British Empire will be almost incalculable, not only so, but on other trading nations could afford to ignore such a development. The breaking down of trade barriers within the Empire would quickly lead to the breaking down of trade barriers with other nations. It would be the beginning of a reversal of the suicidal policy into which the world has drifted and which has resulted in an almost complete paralysis, or destruction, of international trade and commerce, ending in the present state of world depression, unemployment, suffering and hardship.

Canadians may well be proud if, from their national capital, there is evolved a new economic policy for their Empire and the world. That this should emerge from the Conference should be, and we believe is, the fervent desire and hope of the Canadian people irrespective of any minor political differences of adherence to special schools of economic or fiscal thought.

Only Three in Existence

Bill-Cotton Tree Attraction For

For the first time in the history of the Dominion of Canada, a cotton tree, which is really a small tree, has been planted in the city of Edmonton, Alberta. The tree is a small tree, but it is a cotton tree, and it is a very interesting sight to see. The tree is a small tree, but it is a cotton tree, and it is a very interesting sight to see.

There are two kinds of people: those who aren't happy by nature, and those who aren't happy by nature.

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Island Prison For Doukhobors

D'Arcy Island, near Victoria, B.C., to be used as a penal colony for Doukhobors. The Doukhobors, a sect of Russian origin, have been sentenced to serve three years of hard labour for their refusal to accept the creation of the island prison settlement.

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FOR RURAL BETTERMENT

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Death of Pioneer

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Earth Upheaval

Contour of Island in Berlin Sea is Changed. An isolated British island, populated only by a herd of immemorial deer and great flocks of birds, has given Father Bernard R. Hubbard what he declares to be proof of an earth upheaval.

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Study Polar Phenomena

Saskatoon Professor To Be Member Of Party To Be Landed At Chesterfield Inlet. In the special study of polar phenomena, the University of Saskatchewan has been selected to study the polar phenomena of the Arctic region.

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YOU WILL BE GLAD YOU TRIED IT

If you must have hair, it is better to have it than to have it. It is better to have it than to have it. It is better to have it than to have it.

THE BOSTON CO. LIMITED, TORONTO

For the sale of all kinds of goods, at the lowest prices. For the sale of all kinds of goods, at the lowest prices.

EAGLE BRAND CONDENSED MILK

Reduced Freight Rates. Lower Rates For Live Stock. In Quantities Less Than Full Carload.

Reduced Freight Rates

Lower Rates For Live Stock. In Quantities Less Than Full Carload. Reduced freight rates for the movement of live stock in quantities less than full carloads are being established.

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Buy U.G.G. Twine

The reputation of United Grain Growers and the record made during many years, by the twine furnished by this Company, give you assurance of satisfaction.

And for good service on your grain deliver it to the U.G.G. Elevator.

UNITED GRAIN GROWERS

Elevators at. Gleichen, Arrowwood, Cluny, Shoultice and Nakema.

49
out of
100

People Prefer
Goodyear Tires



Why gamble with
2nd, 3rd or 4th
choice when
GOODYEAR
cost no more?
Come and see
your size at to-
day's low price.

Mac CALLUM &
SMITH MOTORS
GLEICHEN



Want a Partner?
Perhaps business is
dragging for the want of
a helping hand, or a little
more capital. Men with
money and men with
brains read this paper.
You can reach them
through our Classified
Want Ads.

CLASSIFIED ADS

Two cents per word for each in-
sertion; minimum charge 25
cents. Write your want ad,
omit the word in it, and multi-
ply by two—the you know ex-
actly how much your ad is going
to cost. No charge accounts
on this class of advertising.

FOR SALE—Star Sedan or train
good running order. Apply W. W.
Brown.

LOST—A bunch of keys in leather
case. Will under please return to
Call Office. Reward.

QUALIFIED
WATCHMAKER
JEWELLER

Prepared to repair all makes of
watches and clocks and Jewellery.
ALL WORK GUARANTEED
SATISFACTORY. AND DONE
AT REASONABLE RATES.
V. HACKWORTH.

Here and There

The Nova Scotia Dairyman's As-
sociation will hold their next an-
nual convention, in 1932, at the
Cornwallis Inn, Antigonish, N.S.

Shippers of celery to Canada
this year from Bermuda totalled
\$500,000 in contrast to last year
when the shippers were only
very slightly profitable.

Eastern Steamship Lines, Inc.,
had heavy traffic on an excursion
trip to New York to New York
on the occasion of the first trip in
June of the S.S. Anania from New
York to Yarmouth, N.S.

Railroad transportation is an
essential economic function on
this continent and gives reason-
ably low rates should speedily show
good recovery using it to increase
moving of materials and equip-
ment of labor, says the "Glean-
er" (A.C.) News editorially.

Total production of honey in
Canada in 1931 amounted to 27,
447,097 lbs. valued at \$208,094.
Ontario led the Dominion with a
production of 12,000,000 lbs. with
Manitoba second with 7,347,375
lbs. and Quebec third with 4,628,
410 lbs.

Ten thousand rainbow trout
fingerlings have been destroyed in
the French River in June, fol-
lowing 1,200 fingerlings deposited
last year. The previous experi-
ment was so satisfactory that the
present action has been taken and
if success will attend these ef-
forts, the French River fishery
Camp will have added rainbow
trout to its already well diversi-
fied fishing attractions.

Bob Davis, globe-trotting New
Star columnist, is back in his
beloved British Columbia, having
recently arrived from Honolulu
after the Empire of Canada, of
the Canadian Pacific fleet.

His proposed to spend some time
in fishing expeditions both in the
province and also in the Rockies
where he will meet Irvin B. Cobb
and Courtney King Cooper, also
famous American publicists.

Tourists spent almost one mil-
lion dollars for every working
day in Canada in 1931. This
virtually equal to \$250,000,000,
the total value of the goods and
services sold in the country. This
figure points out and claims that the
Continental Hotel, of Ban-
dola, which should be carefully
studied by the business men of
this area subject, the Nelson, B.C.,
New Brunswick, and the
members of small towns throughout
the country who have not yet re-
alized what the tourist business
could do for them.

Evidence of the growing popu-
larity of the Canadian Pacific
Railway low rate railway return
trip, inaugurated this year, was
shown by the success of the
Quebec Province and Montreal
excursion to Toronto and Ni-
agara Falls, June 17, when no
less than 2,500 Quebecers took
the trip in four special cars on
the Friday, returning the following
Sunday night. His Honor the
Mayor of Toronto issued a hearty
welcome to those making the trip.

The thirty-two business and
professional men and women from
the British Isles now touring
through Columbia under provincial
government auspices found Vi-
ctoria much to their liking and
quite up to advance notices of be-
ing the most "English" city on
the site of the Atlantic. They
were particularly impressed by
the beauty of the formal gardens
of the home they in-
vested and especially with the fam-
ous Butcher Gardens. They are
travelling by Canadian Pacific
Railway.

The Good Hardware Magazine tells
of a tramp who claimed to have the
casket in the city.

"You know the fellow that goes
alongside the train and taps the axles
to see if everything's all right?" he
quoted. "Well, I help him later."

Clif. Fleury
PLASTERER
—AND—
BRICKLAYER
All Work Guaranteed
FIRST CLASS
Estimate Gladly Given
GLEICHEN, ALBERTA

Town & District

Ten officers of the 22nd Battery left
early Sunday morning for Camp
Hughes, Man., where they will spend
a week in camp. The following are
the officers who have gone. Captain
R. Dodgson, Lieut. W. Jeffers, Lieut.
A. Lewis, Sergeant-Major W. Taylor,
Sergeants W. Hamar, W. Bogart, T.
Brown, L. Woods, P. Dwyer, and T.
Mauze.

Next Wednesday, August 3rd, the
annual Chamber of Commerce pic-
nic will take place at the river south
of Gleichen. Everybody is asked to
bring food with them which will be
served picnic style. Plenty of ice
cream for all will be on deck. Every-
body is invited to attend and make
merry.

The four elderly people who were
injured when their auto left the road
on the Crowfoot Hill a week ago Sat-
urday have returned to their homes
in Regina.

Sunday evening the local Salvation
Army band under the leadership of
Edwin Suberland again entertained
the people to a number of musical
selections. The music and sing-
ing was much appreciated by all who
were present.

The first old settlers picnic for all
timers of the surrounding country
will take place Friday, August 4th,
at the Cluny bridge. Many of the
Gleichen old timers will be there.

Last week some of the staff of the
Old Sun School with a number of
students left for Banff on a holiday.
Cliff Thompson took them in his Ma-
truck and will remain until all are
ready to return home.

Here is a story of the money there
is in pig raising which was sent in by
an unknown subscriber. "Sold one
hog, 300 pounds. Bought 2 pigs, one
for pump engine, 1 broom for the
house, 25 cents onions for the house,
10 cents grapes for the kids. Hog-
gone!"

Bert Stitt who some years ago was
C. P. R. operator here and was moved
to Chancellors is now tending the tel-
egraph keys on the night shift in Ban-
ff.

Miss K. McEwen, of Bassano, spent
Sunday visiting her parents, Mr. and
David McEwen, at their farm north
of town.

The conference at Ottawa is caus-
ing considerable interest among the
farmers of the district all of whom
hope that conference will be of some
help to them in marketing their
wheat.

Sunday the swimming pool was a
very popular resort. The heat send-
ing almost everyone in town to the
pool for a dip in the cool waters.

Miss Rita Blaise returned home to
Gleichen Sunday afternoon from
Capey where she has been several
months past. She will spend the next
couple of weeks here holidaying.

In conversation with a local farmer
the other day he made the following
statement about shipping hogs to mar-
ket. "Even though the market value
of hogs is low, the loss of a single
head out its way it market may be as
heavy on its own to market may be as
serious financially to the individual as
when hogs are selling for twice to
three times as much. "Be careful!
Do not over-exert—Do not over-feed
before loading—Do not overload. Un-
load bedding—move swiftly to market.
Keep hogs cool!"

It is interesting that the Chinese,
instead of raising statues to their
heroes of the recent Japanese attack
on Wonsung, are to build a model
village as a memorial, and to supply
homes to the thousands made homeless
during the operations. This may not be
as art, neither is it a glorification of
war, but it probably will please the
Chinese people more than all the monu-
ments in the world.

Police in some provinces of the
Dominion find their courses in traffic
education cannot always be assim-
ilated by the motorists. A case in
point in Ontario was made public about
the time that warnings for one-eyed
driving was superseded by summonses.
It was not the case of a warning be-
ing ignored, either. A motorist with
one headlight was admonished and
given the usual warning. He mis-
understood, however, the constable's
instructions to leave his license num-
ber, went to a garage and there took
of his license plate, and left them
in the garage man. Soon after-
wards, travelling without license plate,
he was stopped by another constable
and sent back to get the plate.

FOR SALE

OAT CHOP
Phone 2 Cluny

JOE BROWN

as a Bang-Yang Tarantula from

Texas Who Went Busted on

Broadway.

"THE TENDERFOOT"

This will break your hearted

ADMISSION PRICE

ADULTS 30c

CHILDREN 25c

Tax Included

Gleichen Flour Mill

Best Ideal Flour, Pancake Flour
and Wheaties are always on
tap at the Mill. There is also
a quantity of Bran and Shorts
on hand.

Mill always ready to do business.

SOFTBALL SCHEDULE

July 28—Roughriders vs. Maple Leafs.

Aug. 1—Battery vs. Meadowbrook.

Aug. 3—Maple Leafs vs. Riders.

Aug. 4—Battery vs. Outlaws.

Aug. 8—Meadowbrook vs. Maple Leafs.

Aug. 10—Roughriders vs. Outlaws.

Aug. 11—Meadowbrook vs. Battery.

Aug. 15—Outlaws vs. Battery.

Aug. 17—Roughriders vs. Meadowbrook.

Aug. 18—Outlaws vs. Maple Leafs.

Aug. 22—Maple Leafs vs. Battery.

Aug. 24—Roughriders vs. Outlaws.

Aug. 25—Maple Leafs vs. Meadowbrook.

July 29—Battery vs. Roughriders.

Aug. 1—Meadowbrook vs. Outlaws.

The teeth of the forest protection
laws are clamping down this year on
those who carelessly burn the timber-
lands. Many fines of \$25 and cents
have been imposed on fishermen and
all sentences have also visited those
convicted of reckless conduct. The
Forestry Association states that
education in respect to fire pre-
cautions has won over the great ma-
jority of Canadian citizens, but there
remains a minority that insists upon
defying the provincial laws and the
rights of others.

The House That Advertising Built

YOU'VE seen it. It's not large. Nor is it small. It's just
comfortable. Every line of its architecture shows the
hand of a master. It is built of splendid, lasting ma-
terials. From cellar to attic it is perfect. It is com-
pletely equipped with modern labor and time saving
devices—oil burner, washing machine, vacuum cleaner,
electric irons, electric fans, etc. Everything needed to
make living a pleasure is there.

It's the house that advertising makes possible. Every-
thing in it from the asbestos shingles on the roof to the
concrete foundation blocks is advertised—even the plan
itself, made by a famous architect, can be bought for a
nominal sum. And because so many people read the
advertisements for the different things going into this
house—because so many buy them—the price of this house
is well within your reach.

The advertisements make it possible
for you to live better.

The Call, Gleichen, Alberta.

have
a case
delivered

Phone 39
Gleichen

Our driver's
collect and
pay cash for
undamaged
empties

FIVE
FAMOUS
BRANDS...

ONE
QUALITY
THE BEST

DISTRIBUTORS LIMITED
AGENTS FOR THE BREWING INDUSTRY OF ALBERTA

WHEN ADVERTISING IS NOT UNDERSTOOD BY THE ALBERTA LADIES, WOMEN, MEN, OR BY THE GOVERNMENT OF THE PROVINCE OF ALBERTA.